



Coastal Roots Hospitality's "Pick It Up — Pay It Forward" Initiative



Actively Seeking Partners for 2025

Coastal Roots Hospitality is excited to announce that its "Pick It Up — Pay It Forward" initiative is actively seeking nonprofit partners for 2025.

Six nonprofits will be selected for the 2025 program, with one organization benefiting every two months. This is an opportunity for local organizations to receive direct funding and join a growing network of support that has already made a significant impact across the county.

Supporting the Community

Launched during the pandemic, "Pick It Up — Pay It Forward" was created to meet growing needs within the community. Over the years, it has provided critical support to organizations such as:

- Community Partnership for Youth
- Monterey Children's Museum
- Monterey County Food Bank
- Kinship Center
- CASA of Monterey County
- Monterey Rape Crisis Center
- Loaves, Fishes & Computers

And many others.

A Mission to Serve Beyond the Plate

"We wanted to do more than just serve meals; we wanted to serve our community," said Ken Donkersloot, CEO of Coastal Roots Hospitality. "This program allows our guests to directly impact those in need with every takeaway order."

The initiative has provided:

- *Advocacy for Survivors of Sexual Violence through donations to aid*
- *Meals for Families in Need through food bank support.*
- *Funding for Mental Health Services to support those in crisis.*
- *Advocacy for Survivors of Sexual Violence through donations to aid organizations.*

Apply Now

Submit your application by December 20, 2024, to PR@CoastalRootsHospitality.com. Selected organizations will be announced December 27, 2024, and each will be featured as a beneficiary for two months throughout the year.

Applications should include:

- Nonprofit Name
- Contact Information (name, email, phone)
- Website and Social Media Links
- Mission Statement
- A 300-word statement on why your organization should be selected and how the funds will be used.

Thank you for helping us "Pick It Up — Pay It Forward." Together, we can make a difference.

SUCCESS TO DATE:

Since inception

in 2020, the PIU-PIF

program has donated

over \$330,000 to

local non-profits.



CoastalRootsHospitality.com
2999 Monterey-Salinas Highway
Monterey
(831) 647-1085